

**Amendment and Response**

Applicant: Craig R. White

Serial No.: 09/781,654

Filed: February 12, 2001

Docket No.: 10003981-1 (H302.131.101)

Title: AGGREGATION OF SERVICES ON NETWORK PORTALS

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**IN THE CLAIMS**

Please cancel claims 4, 7-9, 16-22, and 27-34 without prejudice.

Please add claim 36.

Please amend claims 1-3, 5-6, 10-~~18~~<sup>5</sup>, 23, 25-26, and 35 as follows:

1. (Currently Amended) A method of constructing a network portal comprising:  
operating a network portal including enabling access to a network portal interface by at least one user interface device via a network communication link;  
reconstructing the network portal interface upon each instance that the at least one user interface device accesses the network portal interface, including:

accessing a dynamicfirst service provider database that includes a listing of a plurality of first service providers that have self-selected their inclusion, independent from control by the network portal, into the dynamicfirst service provider database; and  
displaying at least one first keyword-service links on the network portal interface in association with the listing of the plurality of first service providers from the dynamicfirst service provider database;

accessing a fixed service provider database that includes a listing of a plurality of second service providers for which the network portal has selected their inclusion into the fixed service provider database; and

displaying at least one second keyword-service link on the network portal interface in association with the listing of the plurality of second service providers from the fixed service provider database; and

displaying the reconstructed network portal interface to the at least one user interface device.

2. (Currently Amended) The method of claim 1, wherein the displaying at least one first keyword-service link step further comprises:

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displaying a link on the network portal to at least one service provider of the first service provider database for enabling activation of the at least one first keyword-service link by a user to connect the at least one a user interface device to the at least one first service provider.

3. (Currently Amended) The method of claim 1, further comprising:

displaying at least one criteria function on the network portal interface for permitting enabling a user to specify via the at least one user interface device further criteria for selecting a group of first service providers among the plurality of first service providers from the first dynamic service provider database.

4. (Canceled)

5. (Currently Amended) The method of claim 1 wherein the displaying the at least one first keyword-service link comprises step further comprising:

displaying only the at least one first keyword-service links included within a set of predetermined types of service purchased by a user in a fee-for-service contractual arrangement between the at least one user interface device and the network portal interface.

6. (Currently Amended) The method of claim 5, furtherwherein displaying only the at least one first keyword-service link comprises comprising displaying only the at least one first keyword-service links of the dynamic service provider database that matchesing a set of predetermined user preferences.

- 7-9. (Canceled)

10. (Currently Amended) A method for providing a network portal comprising:

operating a network portal including providing a network portal interface accessible to a plurality of network-capable user interface devices via a network communication link;

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initiating construction of at the network portal interface upon each instance that one of the user interface devices requests to access the network portal interface, the construction including:

linking the network portal to a dynamicfirst service provider database that includes a listing of first service providers that select their inclusion, independent from control by the network portal, in the dynamic service provider database;

submitting type-of-service keywords displayed on the network portal interface from the network portal to the dynamicfirst service provider database for matching with types of services offered by the first service providers listed in the dynamicfirst service provider database;

retrieving from the firstdynamic service provider database a list of first service providers that match the type-of-service keywords displayed on the network portal interface;

identifying comparing each keyword-matched first service provider in the dynamic service provider database that matches against a set of predetermined user profile criteria; and

implementing completing construction of the network portal interface by displaying links on the network portal interface to each identified keyword-matched and user profile-matched first service provider and user-profile matched services offered by the service providers of the dynamicfirst service provider database; and

making the constructed network portal interface available to the plurality of user interface devices via the network communication link.

11. (Currently Amended) The method of claim 10 wherein the identifying-comparing each keyword-matched first service provider step further comprises:

selecting determining whether the type and number of keyword-matched first service providers for display in the network portal interface that matches the user profile criteria of the type and number of keyword-matched first service providers that the user requests to be displayed.

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12. (Currently Amended) The method of claim 11 wherein the determining step further identifying each keyword matched first service provider comprises:

selecting the number and type of keyword-matched first service providers based upon a user subscription by the user interface device to a fee-for-service arrangement between the user interface device and the network portal interface.

13. (Currently Amended) The method of claim 10 wherein implementing construction of the network portal interface comprises, further comprising:

implementing construction of the network portal interface by displaying on the network portal interface a link to at least one second service provider selected from a second fixed service provider database that includes a listing of second service providers, including the at least one second service provider, exclusively selected by the network portal with each second service provider in the fixed service provider database and having a fee-for-display contractual arrangement with the network portal, wherein the at least one second service provider displayed in the link does not change with each instance that one of the user interface devices requests access to the network portal interface.

14. (Currently Amended) The method of claim 13, wherein the implementing construction of the network portal interface displaying step further comprises:

selecting a number and type of second service providers of the second fixed service provider database based upon a fee-for-service contractual arrangement between the user and the Internet network portal.

15. (Currently Amended) A method for a service provider to offer services to a user interface device through a type-of-service keyword network site link on a network portal interface, the method comprising:

creating at least one service document including a type-of-service keyword that represents at least one services offered by the service provider with the type-of-service

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keyword configured for in association with Internet portal keywords display on the network portal interface;

advertising the service document for inclusion into a database of service providers to be accessed by the network portal interface, the database being separate from the network portal and independent from the network portal interface and each service provider self-selecting their inclusion into the database; and

permitting enabling the network portal to display on the network portal interface the type-of-service keyword as a link to the service provider; and in association with a type-of-service keyword of the network portal

receiving at the service provider a service request from the user interface device upon activation of the type-of-service keyword link on the network portal interface, and providing the requested services from the service provider to the user interface device via the network portal interface.

16 - 22. (Cancelled)

23. (Currently Amended) A dynamic network portal system comprising:

at least one user interface device;

at least one service provider;

a network portal including a network portal interface and a controller, the network portal interface viewable on the at least one user interface device and including a first link to the at least one service provider wherein the network portal displays the service provider links on a nonexclusive selection basis;

a first service provider database for maintaining a first listing of a plurality of first service providers, including the at least one first service provider, wherein the plurality of first service providers self-elect their inclusion into the first service provider database by providing a predetermined set of information about their services in the first service provider database and wherein the first service provider database is independent from the network portal interface; and

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a network communication link permitting communication between the at least one user interface device, the at least one service provider, and Internet the network portal interface:

wherein the controller of the network portal is configured to direct reconstruction of the network portal interface upon each instance of access to the network portal interface by the user interface, the reconstruction including renewing the first link to the at least one service provider from an updated second listing of service providers in the first service provider database.

24. (Canceled)

25. (Currently Amended) The system of claim 24, wherein the network portal interface displays in the first listing only service providers from the dynamic first service provider database that also match a set of predetermined user profile criteria.

26. (Currently Amended) The system of claim 25, wherein the network portal interface displays only the service providers from the dynamic first service provider database that match a predetermined set of services made available to the at least one user interface device wherein the predetermined set of services are determined based on a fee-for-service contractual arrangement between the at least one user interface device and the Internetnetwork portal.

27-34. (Canceled)

35. 35. (Currently Amended) A computer-readable medium having computer-executable instructions for performing a method of constructing a network portal, the method comprising:  
operating a network portal including enabling access to a network portal interface by at least one user interface device via a network communication link;  
reconstructing the network portal interface upon each instance that the at least one user interface device accesses the network portal interface, including:

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accessing a dynamicfirst service provider database that includes a listing of a plurality of first service providers that have self-selected their inclusion, independent from control by the network portal, into the dynamicfirst service provider database; and

displaying at least one first keyword-service links on the network portal interface in association with the listing of the plurality of first service providers from the dynamicfirst service provider database;

accessing a fixed service provider database that includes a listing of a plurality of second service providers for which the network portal has selected their inclusion into the fixed service provider database; and

displaying at least one second keyword-service link on the network portal interface in association with the listing of the plurality of second service providers from the fixed service provider database; and

displaying the reconstructed network portal interface to the at least one user interface device.

36. (New) The system of claim 23, further comprising:

a second service provider database including a second listing of a plurality of second service providers wherein the second service providers are selected for inclusion in the second service provider database exclusively by the network portal;

a second link displayed on the network portal interface, the second link associated with at least one second service provider from the second service provider database; and

a network search engine displayed on the network portal interface.